

***The Effects of the Anti-Alcohol  
Movement on Consumers -- and what  
the Wine Industry can do about it***

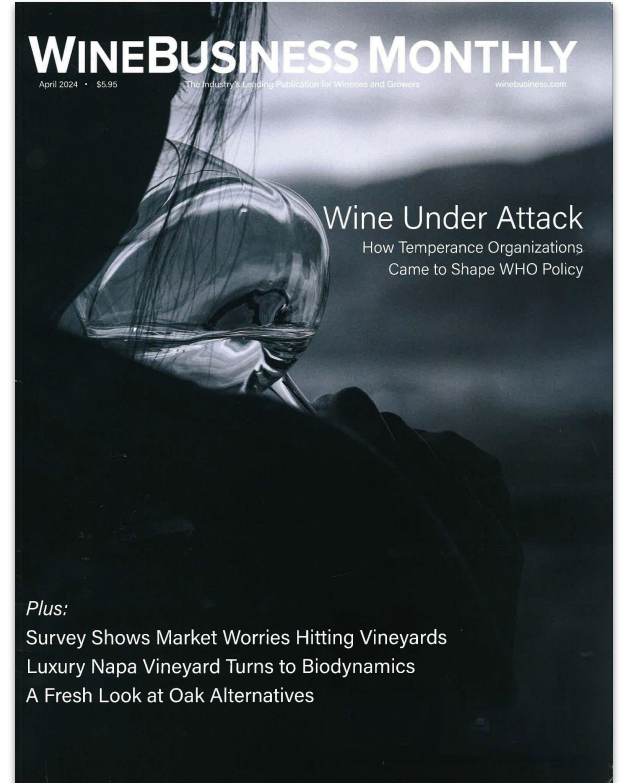
May 8, 2024

# SCIENCE / NOT SCIENCE



## World Health Organization

- From 2 glasses per day to 2 glasses *per week*??!!
- One glass of wine / day cause for concern?
- 'No safe level' of consumption??!!



# INTRODUCTION & RESEARCH

Colangelo & Partners and Wine Opinions collaborated on research to explore U.S. wine drinker attitudes and behaviors, *including the potential amendment of U.S. Dietary Guidelines to reduce the recommendation for adult consumption of beverage alcohol from 2 drinks a day for men and 1 drink a day for women to the level of 2 drinks per week for all adults.*

The proposed guideline was prompted in part by a recent World Health Organization statement that there is **"no safe limit"** to beverage alcohol consumption.

**Over 2,000** wine  
drinkers surveyed

The survey only included consumers  
**who currently drink wine**

*Imagine the results if we queried a general consumer sample?*



# KEY TAKEAWAYS

## WINE ATTRIBUTES

Two-thirds of wine drinkers surveyed strongly believe that **wine and food complement each other**, and half are aware of the historical role wine has occupied across many cultures.

Wine is also strongly viewed as an **enhancement to social situations** (more to come on this ...)

## PRICE CONCERNS

When asked to state what they liked **“least”** about wine, the **price of wine and the increasing cost of “good” wines** were the most frequently mentioned issues.

## CONSUMPTION CONCERNS

**One in four** respondents -- mostly those in **ages 21-39** -- indicated that a health concern over their wine consumption level would begin at **one glass of wine daily, or less**.



# KEY TAKEAWAYS (Continued)

## DIETARY GUIDELINES\*

If the U.S. Dietary Guidelines were adjusted to recommend “no more than 2 beverage alcohol drinks a week” **two-thirds of wine drinkers in ages 21-39 would either reduce their current consumption frequency of wine or adopt the new guideline.**

## DRY JANUARY and SOBER OCTOBER

**Over half** of survey respondents in ages 21-39 participated in either “Dry January” or “Sober October” in 2023

**Nearly two-thirds** indicated they intend to participate in one or both of these events in 2024.

## HEALTH RISK BEHAVIORS

**Relative Risk:** Nearly half of respondents have meals at (or from) fast-food chains at least “occasionally,” and one-third at least occasionally engage in summertime activities without using sunscreen, or ride their bicycles on city streets.

*\*Dietary guidelines up for review by USDA in 2025*



# COMMENTARY: “Like Best About Wine”



These were the most common “Like Best” themes expressed by respondents:

- ***The taste or flavor of wine*** “Enjoying the taste, flavors, aroma, smoothness, etc.”
- ***Food pairing*** “Wine pairing with meals, wine compliments food, etc.”
- ***Relaxation*** “The comforting, stress-relieving, calming, ‘unwinding’ effects of wine, etc.”
- ***Learning/Discovery*** “Exploring wine regions, the different grape varieties, winemaking, etc.”
- ***Social/Sharing*** “Bonding with others over wine, wine’s role in celebrations, encouraging conversations, etc.”
- ***History/Culture*** “The traditions with wine, stories behind the wines, etc.”

# COMMENTARY: “Like Least About Wine”



## These were the most common “Like Least” themes expressed by respondents:

- **Cost/price** “Wine is expensive, ‘high prices,’ rising cost for quality wines, etc.”
- **Health concerns** “Wine causing headaches, hangovers, stained teeth, etc.”
- **Lack of knowledge** “Difficulty in selecting wines, confusion over options, etc.”
- **Alcohol content** “High alcohol percentages in wine, concern about intoxication, etc.”
- **Social perceptions** “Wine snobbery, the ‘pretentiousness’ of wine, ‘hype,’ etc.”
- **Environmental impact** “Concerns about carbon footprint, bottle waste, etc.”

# WINE ATTRIBUTE STATEMENTS

<i>Statement</i>	<i>Total</i>	<i>21-39</i>	<i>40-59</i>	<i>60-Plus</i>
Wine can be part of a healthy diet	34%	24%	38%	43%
Wine is a stress reliever	30%	24%	37%	28%
Wine enhances social situations	42%	31%	46%	50%
Historically, wine has been part of nearly every culture	51%	31%	61%	66%
Wine is "heart healthy"	19%	17%	18%	20%
Wine and food complement each other	65%	37%	78%	87%





# CONSUMPTION FREQUENCY AT WHICH HEALTH RISK BEGINS

<i>Frequency</i>	<i>Total</i>	<i>21-39</i>	<i>40-59</i>	<i>60-Plus</i>
1 – 3 glasses per week	7%	11%	7%	3%
4 – 6 glasses per week	10%	15%	8%	4%
1 glass daily	8%	15%	5%	3%
2 glasses daily	15%	17%	14%	14%
3 glasses daily	26%	17%	28%	33%
4 or more glasses daily	24%	17%	27%	30%

***58% of 21-39 year-olds worry about health at just 2 glasses of wine/day***



# RESPONSES TO PROPOSED NEW CONSUMPTION GUIDELINES

<i>Response</i>	<i>Total</i>	<i>21-39</i>	<i>40-59</i>	<i>60-Plus</i>
Adopt new guideline	15%	30%	7%	5%
Cut down but not to new level	21%	36%	13%	11%
Give consideration but unsure	35%	35%	34%	37%
No change in consumption level	38%	21%	46%	48%

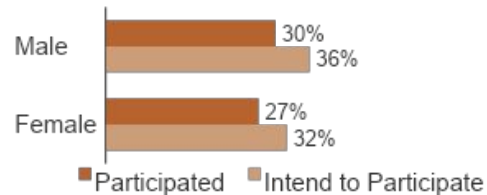
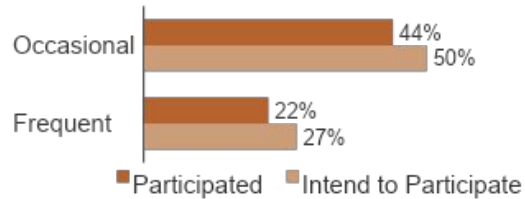
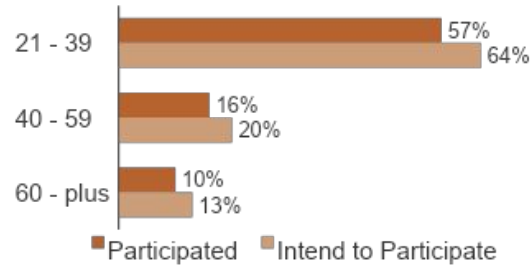
**66% of 21-39 year-olds** would reduce consumption based on new guidelines



# Participation in “Dry January” and “Sober October”



## Participation/Intent to Participate: Nearly 2/3 in 2024!



# So, What is the Wine Industry Doing to Push Back Against this False Narrative?

# Industry Initiatives



## The Wine Institute

Launching 'a **fully-integrated communications effort across platforms that will likely include social media, digital advertising, traditional advertising, public relations, events and trade materials**' 2<sup>nd</sup> half of this year



THE NATIONAL ASSOCIATION OF  
**AMERICAN WINERIES**

## Wine America

Created the 'Wine is Magic' campaign. Building assets for members

- Graphics
- Messaging docs
- PR and Social Media 'how-to' guides

## COME TOGETHER: A Community for Wine

Launching the '**Come Over October**' campaign this fall

- Events
- Social Media
- In-store (??!!)
- PR



## Investigative Journalism

Felicity Carter, author of 'Wine Under Attack'



# 'How Can I Help?'

- 1 Activate campaigns
- 2 Amplify the messages
- 3 Communicate, Educate

Retailers are on the frontline:  
**You have the ear of the consumer!**



# *Thank you!*

Please contact **Leah Isenberg** at  
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complete survey.